

# City of Hercules

**City Type:** Transit Neighborhood  
**Purpose:** Present policy decisions to the City Council that address provision of municipal/redevelopment parking structures through developer subsidies.

## Goals:

- Investigate parking policies and local financial investments regarding the City's town center and transit hubs
- Accommodate and manage mobility and circulation through the City's approval process
- Identify and administer funding mechanisms for new parking supplies
- Develop parking management guidelines for Sycamore Downtown and future developments

## Findings:

- Several Central Hercules areas contain a significant amount of vacant and/or underutilized land:
  - ❖ Waterfront Neighborhood
  - ❖ Central Quarter
  - ❖ Hill Town
  - ❖ Civic Center/Hospitality Corridor
- The City's Central Hercules Regulating Code provides great flexibility and streamlines the development review process; it also promotes a greater variety of housing types and degrees of affordability
- The Regulating Code encourages exploration of shared parking opportunities

## Stakeholder Participation:

- Developers feel the biggest challenge for implementing the shared parking concept is getting support from the end users and business owners, especially for office development
- Shoppers are identified as the most important stakeholder by developers; it is important that parking meet shopper demand
- There is concern about how in-lieu fees would be implemented; parking facilities constructed using in-lieu parking fees should be located in areas with parking shortages and near popular destinations
- Unbundling was regarded as a good concept, but stakeholders are concerned about residents parking their vehicles in surrounding neighborhoods

## Recommendations:

- Unbundling Parking
- Shared Parking
- Parking Improvement District
- Transportation Demand Management (TDM)
- Connectivity and Wayfinding Program